



PARKS AND RECREATION COMMISSION

WORK STUDY SESSION MINUTES

Wednesday, February 3, 2016

**MOUNTAIN VIEW PARK
8625 E. MOUNTAIN VIEW RD
SCOTTSDALE, AZ 85258**

PRESENT: Virginia Harris, Chair
Todd Davis, Vice Chair
Anne Wurth, Commissioner
Cherry Woodley, Commissioner
Ron Chambless, Commissioner

ABSENT: Michael Bouscher, Commissioner
Chris Thuman, Commissioner

STAFF: Reed Pryor, Parks and Recreation Director

Call to order

Chair Harris called the meeting to order at 5:07 p.m.

Roll Call

Members present as noted above.

Public Comment

There were no members of the public who wished to speak.

Moment of Silence

Commission members observed a moment of silence.

1. Possible Initiatives

Chair Harris said that Robert's Rules would be suspended during the meeting in order to allow for informal discussion to occur during the meeting. She announced that the City Attorney's office has confirmed that formation of a subcommittee would require the approval of City Council. The Parks and Recreation Commission bylaws should be amended to reflect that the Commission is not able to form subcommittees without Council approval.

The Commission discussed the possibility of incorporating issues or initiatives into regular PRC meetings by holding one formal meeting a month and one informal study-session style meeting and/or having only one meeting a month and only hold a second meeting for the purpose of study sessions. There was consensus that the Commission should continue the practice of having meetings at remote locations throughout the City so they can become familiar with the various facilities and staff. They took into consideration the amount of work that staff puts into preparing for meetings and discussed ways to minimize the number of meetings each staff person is required to attend.

Discussion ensued regarding the community partnership model. Commissioner Chambless reviewed the considerations he submitted in outline form. The discussion included creating list of guiding principles; using the partnership between Youth Sports and the City as a model; fees; building relationships through communication; encouraging partners to do fundraising for specific items and/or scholarships; inviting partners to sponsor projects such as the recycling program; partnering with resources such as college students; offering opportunities to all Scottsdale residents by offering scholarships; and fostering citizen ownership through involvement and education.

Discussion ensued regarding park foundation. Vice-Chair Davis initiated the discussion, describing the opportunity to work through the Arizona Parks and Recreation Association (APRA) to accept donations. APRA has an existing 501(c)(3) foundation that is available to members to use to accept donations for a nominal fee. Fees collected by APRA for administering the funds go towards promoting recreation in the State of Arizona. The discussion included identifying organizations and corporations that the department would be permitted to have as sponsors; raising funds to sponsor youth who are otherwise unable to participate in sports activities; contacting former Commission member Jeanne Alsbaugh to discuss the pros and cons of forming a foundation; a foundation accepting restricted funds versus unrestricted funds; and the idea that residents would likely be most receptive to a foundation that contains the name "Scottsdale." It was the consensus of the Commission to table the idea of forming a foundation.

Further discussion ensued regarding event sponsorships, using the example of the Paws in the Park event. Director Pryor confirmed that sponsors for that event were primarily in-kind and did promote the City of Scottsdale on their websites/Facebook accounts. Vendors were charged a fee for participation. Commissioner Chambless felt that the City could benefit by having events run under performance contracting. Vice-Chair Davis suggested that instead of offering sponsorship opportunities for events, organizations could be offered an opportunity to host events which would benefit the City because events would be run as a self-sustaining cost recovery program. He gave an example that the Paws in the Park event could be sponsored by a dog shelter which

would then bring in sponsors and charge fees to vendors. Chair Harris requested that a presentation outlining the City of Scottsdale's philosophy and restrictions on sponsorship be agendaized for a future meeting.

Discussion ensued regarding marketing. The discussion included the department's existing marketing program and finances; identifying a target audience; branding; establishing goals; measuring success; forming a marketing campaign; and social media opportunities. The Commission requested that Ann Porter be invited to give a presentation outlining her marketing strategy and ways in which the Parks and Recreation Commission can offer their support.

Chair Harris summarized the discussion, noting that:

- The Commission will investigate community partnerships further and will use Youth Sports as a model. Director Pryor will discuss the idea of community partnerships with staff. Commissioner Chambless will meet with staff and explain how the partnership model works.
- A staff representative will be invited to talk to the Commission about sponsorships, what is permitted, and the City of Scottsdale's philosophy.
- Discussion about formation of a foundation will be tabled until more information can be collected.
- Ann Porter will be invited to present to the Commission.

Vice-Chair Davis announced that Scottsdale Community College has formed a mentoring program for students who are interested in recreation as a career choice to gain experience by being partnered with a City of Scottsdale recreation manager.

2. Adjournment

With no further business to discuss, and no need for an executive session, the regular meeting adjourned at 7:11 p.m.

Respectfully submitted,
A/V Tronics, Inc. DBA AVTranz